



Unionville BIA Board Meeting

Date: Wednesday October 13th, 2021

Via ZOOM

Board Members in Attendance:

Niina Felushko, Natasha Usher, Shibani Sahney, Tony Lamanna, Sylvia Morris, Roger Kanda.

Board Members Sent Regrets:

Reid McAlpine, Don Hamilton, Kash Mahmood

Board Members Late:

Debbie Smrz, at 10am

Executive Director: Sara Sterling

Guests: Kevin Lee from 139 Main St, Natasza and Kimberly from Chez Co., Rob Kadlovski, Jeff Day from 139 Main St (new business coming called Nut Free Gourmet)

Call to order: By Vice Chair Natasha Usher at 9:07 a.m.

Approval of Agenda

Motion by Tony Lamanna

Seconded by Shibani Sahney

All were in favour

Approval of September 2021 Meeting Minutes

Motion to approve by Sylvia Morris

Seconded by Roger Kanda

All were in favour

Financial Updates

Chair Niina Felushko presented July & August financials as she wasn't at the Board meeting in September. She has not received the September financials, we will review them at next meeting.

Approval of July 2021 Financials

Motion to approve by Tony Lamanna

Seconded by Sylvia Morris

All were in favour

Approval of August 2021 Financials

Motion to approve by Natasha Usher



Seconded by Tony Lamanna
All were in favour

City Updates

- Reid was unable to make the meeting but asked Sara to re-iterate the importance of the Deputation
- Sara also explained we haven't seen the staff report yet but once we do we will be able to finalize our deputation
- Discussion around the \$7 million and \$9 million option was held, many referenced the importance of using the better materials resulting in a longer life cycle

ED Report: By Sara Sterling

- My Main Street – Sara explained where we are at in the process of applying to the My Main Street program. It is very similar to the RFP we issued and will help with many of those objectives. An “Ambassador” would be hired with this - \$50,000 of their salary would come from the funding, \$25,000 would come from the funds we put aside for the RFP. Sara will be finalizing the application within the week and Niina will submit on behalf of the Board.
- Ladies Night – excitement is brewing over our first Ladies Night coming up Thursday October 21st. 17 stores and restaurants have agreed to participate so far which is great. Ladies will arrive between 4pm-9pm and enjoy specials and promotions, music and caricature drawings. We will be posting aggressively on social media.
- Christmas – Sara explained we will not be allowed to do a parade this year. She is looking at other options to spend our parade funds, new ways to bring visitors to the street. Tony suggested we move on from the parade in the coming years (which would be a challenge with construction as well) and focus more on activities like Carollers, Old Tyme activities like syrup pulling etc. Niina asked everyone to send Sara ideas if they have some, she will be researching and booking things within the next week or two. Sara reminded everyone the lights will be similar to last year, looking amazing with the large ball at the Bandstand, lampposts and gazebo décor.
- Streetscape Revitalization – “PRE-Work” will be starting soon that will include surveying, tree inventory, and some drilling to get soil samples. Sara is working with the City to inform landlords and get PTEs signed so the work can start. The consultants have been notified of Ladies Night and of November 6 as our light installation date so they will work around those.
- Remembrance Day – Sara has spoken with the City and we can do the following: set out wreaths the day before and leave them until the 12th, have poppies on site if anyone wants to come place one, Don and Reid will attend and say a few words, the air horn will go at 11am as it has in the past (Wes will work with Crosby on this). There is to be NO advertising of an event of any kind as the City does not want too many gathering.



New Items:

- Tony asked if there were any new businesses coming in, Jeff Day who was on the call announced his new business “Nut Free Gourmet” at 139 Main St. He is in the process of getting his business license.
- Kevin Lee (139 Main St) asked that we not use his power for Christmas décor, Sara responded we did not use it last year and will not use it in the future.
- Niina asked that the meetings be moved to 930am in the future, everyone agreed.

In-Camera meeting: Chair Niina Felushko called an in-camera meeting and Sara Sterling and the guests departed the call.

Meeting moved to In-Camera at 10:02am

Next Meeting: Wednesday November 10, 2021 at 930am - Zoom

HISTORIC MAIN STREET

UNIONVILLE

SETTLED IN 1794